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Transformation through Service Design

Real-Time Service Design

by Lydia Howland

Go Deep or Go Home

by Joel Bailey

The New Seriousness of Design

by Lee Sankey

Touchpoint

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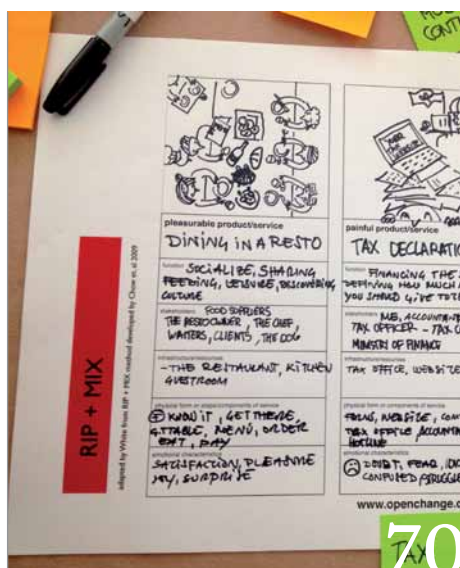
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Tarja Chydenius is the chapter representative of SDN Finland and senior lecturer at Laurea University of Applied Sciences.

The First Service Design Competition Ever Held... in Finland

The Finnish chapter of the SDN was started almost two years ago, in the knowledge that there were already a lot of service design-related activities going on in our country. The main aim for us is to bring together some of these activities and to promote awareness of service design in Finland on a wider front.

Our chapter began with regular gatherings for service design Drinks in Helsinki, providing dozens of professionals interested in service design an opportunity to meet and discuss service design issues every month. Some of these events have been hosted by our members in their organisations, with some evenings beginning with an inspirational speech around current service design topics and just bringing together people to share their interests.

An even bigger series of events, the Service Design Breakfasts, which presented five different service design cases during the autumn of 2013, reached its grand finale at Aalto Design Factory in January, when one of the cases was declared the Service Design Achievement of the Year. The winner was the Diagonal service design agency, with their project for a Finnish health care laboratory company. The jury applauded the case for clearly communicating the value of service design, successfully combining theory and practice, showing sensitivity to the customers, ambitious prototyping and for providing clear vision of how the case could be scaled up.

This competition was one of a kind. As far as we know, it was the first global competition ever that focused solely on service design. The event also triggered worldwide interest, as the online case videos gathered hundreds of views from as far as India and South Korea.

The promotion of service design will continue with an engaging seminar on June 5th. Our core team is full of inspired people and there is still room for more to take new innovative initiatives. Our ultimate goal is to enable and support the creation of great service experiences in all walks of life in Finland.



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About Service Design Network

The Service Design Network is the global centre for recognising and promoting excellence in the field of service design. Through national and international events, online and print publications, and coordination with academic institutions, the network connects multiple disciplines within agencies, business, and government to strengthen the impact of service design both in the public and private sector.

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